DEPARTMENT OF INFORMATION SYSTEMS & TECHNOLOGY MANAGEMENT

Syllabus-Fall 2016
(V. 15 Sep)

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COURSE NUMBER: ISTM 4223 (3 credits)

COURSE TITLE: Innovation Ventures

COURSE DESCRIPTION: Insight into the process of innovation-entrepreneurship used to launch and build new ventures, with emphasis on technology ventures. Organizing for innovation, raising venture capital, wealth creation, managing the growing innovation venture, marketing technology products and services. Case studies of companies involved in recent innovation ventures.

TEACHING MODE: Lecture and discussion sessions are held during 4:30-7:00 pm on Tuesdays, beginning August 30, 2016. Regular attendance is expected. In addition to sessions focused on eleven specific topics that constitute the core content of the course, there are three special topics sessions that address best practices for venture teams to develop and improve venture concepts and prepare for venture launch. In addition to introducing useful methods the special topics sessions promote interaction between venture teams and with the instructor for the purpose of testing hypotheses that define proposed venture business models. Two special topics sessions are scheduled for the early weeks of the term to enable venture teams to get off to a quick start on their term-long venture projects. The final special topics session is placed near the end of the term and involves presentation and critiquing of team final venture concepts. The Course Outline that follows provides the week by week schedule of topical content and special topics sessions.

PROFESSOR: Professor Richard G. Donnelly
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School of Business
Office: Funger Hall 515
Office Hours: Mondays 2 PM - 7 PM and Tuesdays 2 PM – 4:30 PM
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LEARNING OBJECTIVES: The course builds understanding of how new innovation ventures and small firms develop new products and services. The twin goals of the course are to: 1) increase awareness of issues of innovation for non-technical managers and professionals involved in new ventures; and 2) to improve management of startup ventures by technologist-entrepreneurs. At the conclusion of the course, the student should have both a conceptual foundation and working familiarity with the process of launching new independent ventures involving innovation, especially technology innovation, as well as an understanding of the applicability of entrepreneurial strategies and practices within established businesses.


CASE STUDIES: One published case is studied and an in-depth assessment is written up by each individual. This case is also discussed in class. The grade for the case write-up will be based on the professional merit of the work that went into preparing it. Discussion of the case in class will be graded based on the quality of commentary. It will be necessary to prepare for the case discussion by careful reading of the case and assessment of the business situation described. The case assignment includes a study guide with several questions to be addressed.

The team venture concept represents a term-long project. The deliverables are a series of biweekly updates and a final PowerPoint presentation. Clear evidence of the team’s work to advance the venture concept biweekly and arrive at a satisfactory business model at the end of the process should be provided. No write-up is required. A team grade is given.

GRADING:
1. Case study + team venture BMC 20 %
2. Quizzes (2) 50
3. Mini-cases, homework, participation 20
   100 %

BLACKBOARD: This course will employ Blackboard for several purposes. All work assignments will be submitted electronically through Blackboard. There will be a folder for each assignment to which students upload their submitted work. The required format for submissions is a Word document. A document in pdf format may be submitted to the instructor as a supplement to the electronically submitted Word file, if graphics or other formatting problems arise. In this case, a hardcopy original may also be submitted directly to the instructor to display color or complex graphics.

All course handouts, with the exception of lecture slides, will be available through Blackboard. Most handout files will be
downloadable in pdf format. Lecture slides are only available as hardcopy or by fax. Arrange to pick up a set that you have missed. Readings and assignments are due on the schedule given in this syllabus or a more recent update. The latest schedule, reflecting any changes that have been made, will always be that given in Blackboard. If handouts were not picked up in class, students are expected to download and prepare readings and assignments prior to the class at which they are due.

The exams are taken on Blackboard. The exams are opened on the date and time indicated in the Syllabus and online submittal of the exams is due at the announced time thereafter. More detail on the exams will be provided subsequently. Exams must be the work of the individual student and information may not be shared with others before, during or after the exam. A signed pledge to that effect is required. Please note that the University and the School assign severe penalties for plagiarism or cheating.

Please identify any email to the instructor regarding this course by including the phrase “ISTM 4223” in the subject line and address the mail to rgd@gwu.edu.

ACADEMIC INTEGRITY:

The code of academic integrity applies to all courses in the George Washington School of Business. Please become familiar with the code. All students are expected to maintain the highest level of academic integrity throughout the course of the semester. Please note that acts of academic dishonesty during the course will be prosecuted and harsh penalties may be sought for such acts. Students are responsible for knowing what acts constitute academic dishonesty. The code may be found at: http://www.gwu.edu/~ntegrity/code.html

UNIVERSITY POLICIES:

Religious Accommodation

Students should notify faculty during the first week of the semester of their intention to be absent from class on their day(s) of religious observance. Faculty should extend to these students the courtesy of absence without penalty on such occasions, including permission to make up examinations. Faculty who intend to observe a religious holiday should arrange at the beginning of the semester to reschedule missed classes or to make other provisions for their course-related activities.

Disability Support Services (DSS)

Any student who may need an accommodation based on the potential impact of a disability should contact the Disability Support Services office at 202-994-8250 in the Rome Hall, Suite 102, to establish eligibility and to coordinate reasonable accommodations. For additional information please refer to: gwired.gwu.edu/dss/
Mental Health Services 202-994-5300

The University's Mental Health Services offers 24/7 assistance and referral to address students' personal, social, career, and study skills problems. Services for students include: crisis and emergency mental health consultations confidential assessment, counseling services (Individual and small group), and referrals. counselingcenter.gwu.edu/